

## ABSTRACT

Using a Rules Model to Improve Handling of Personally  
Identifiable Information

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10 The present invention is a system and method for handling  
personally identifiable information, using a rules model. The  
invention involves defining a limited number of privacy-related  
actions regarding personally identifiable information;  
15 constructing a rule for each circumstance in which one of said  
privacy-related actions may be taken or must be taken; allowing  
for the input of dynamic contextual information to precisely  
specify the condition for evaluation of a rule; creating a  
programming object containing at least one of said rules;  
20 associating the programming object with personally identifiable  
information; processing a request; and providing an output. The  
invention does not merely give a "yes-or-no answer. The invention  
has the advantage of being able to specify additional actions  
that must be taken. The invention may use a computer system and  
25 network. One aspect of the present invention is a method for  
handling personally identifiable information. Another aspect of  
the present invention is a system for executing the method of the  
present invention. A third aspect of the present invention is as  
a set of instructions on a computer-usable medium, or resident in  
a computer system, for executing the method of the present  
invention.